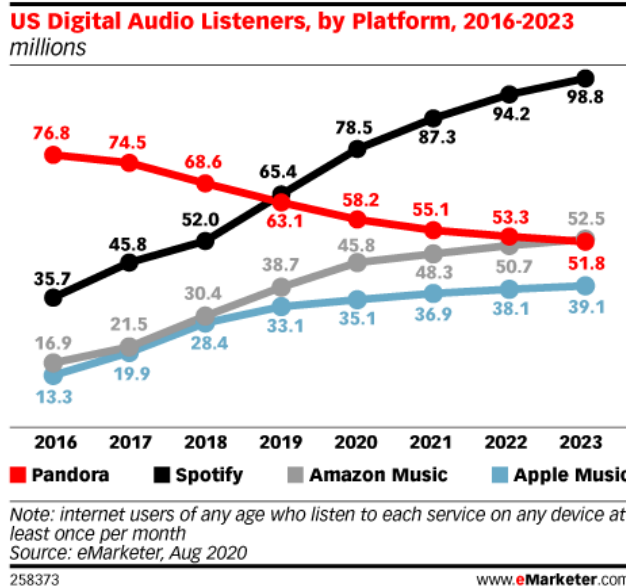


Amazon Music to Surpass Pandora in Monthly Listeners by 2023

ARTICLE |

Rimma Kats

Amazon Music will increase its user base by 18.5% to 45.8 million this year, which represents 21.3% of digital audio listeners, according to our latest estimates. As it continues to invest and grow its audio strategy, we expect Amazon Music will surpass Pandora in monthly listeners by 2023.



Pandora, meanwhile, is losing listeners as platforms like Amazon and Spotify—which have been quick to improve their offerings—continue to attract listeners to their paid and ad-supported platforms.

Read More:

- [Podcasting Is a Bright Spot amid Declining Digital Radio Spending](#)
- [US Podcast Ad Spending to Surpass \\$1 Billion Next Year](#)
- [In the US and UK, Audio Streaming Has Diverted to Video During Coronavirus Lockdown](#)

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